

FIG. 1

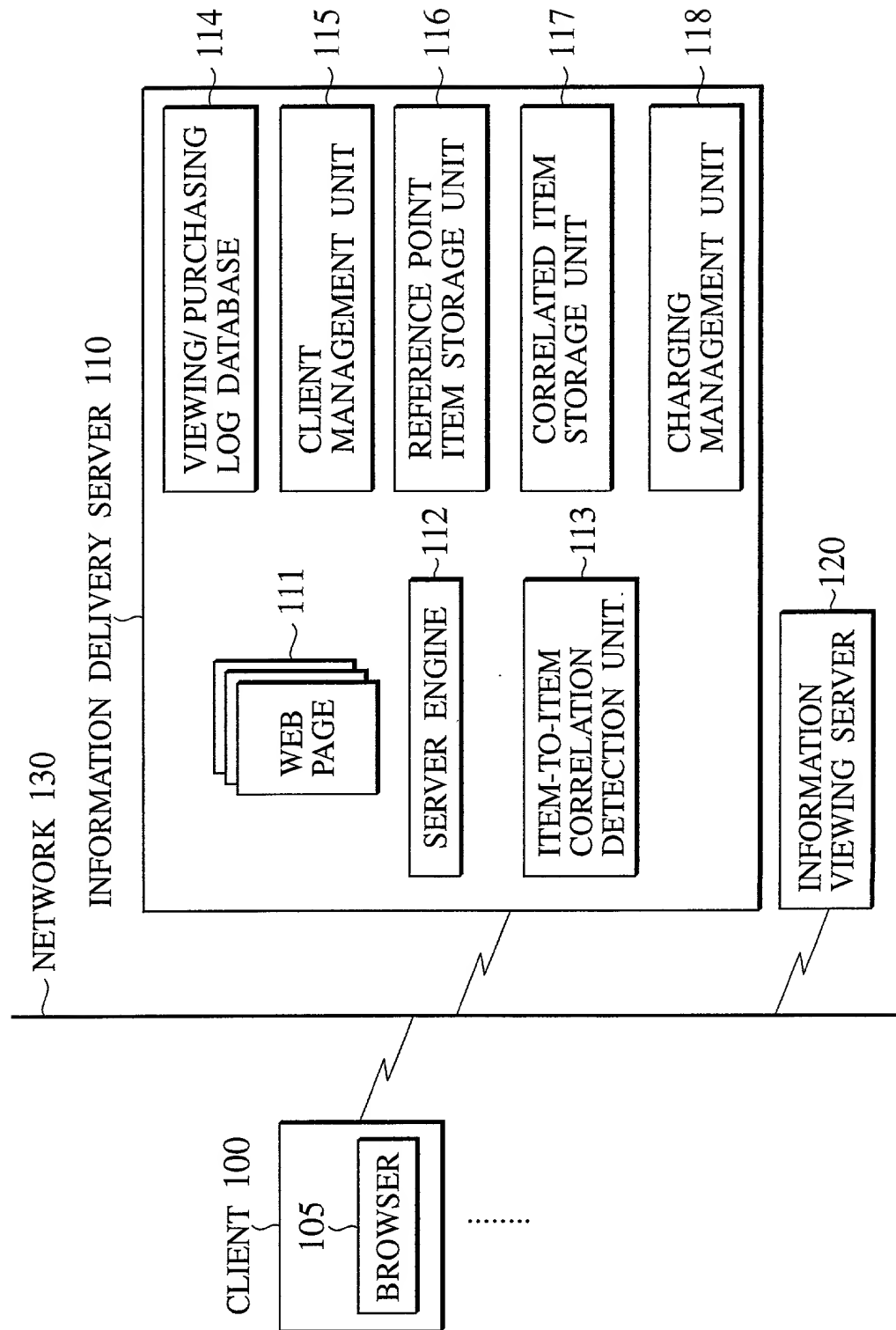


FIG.2

ACQUISITION OF ACCESS LOG

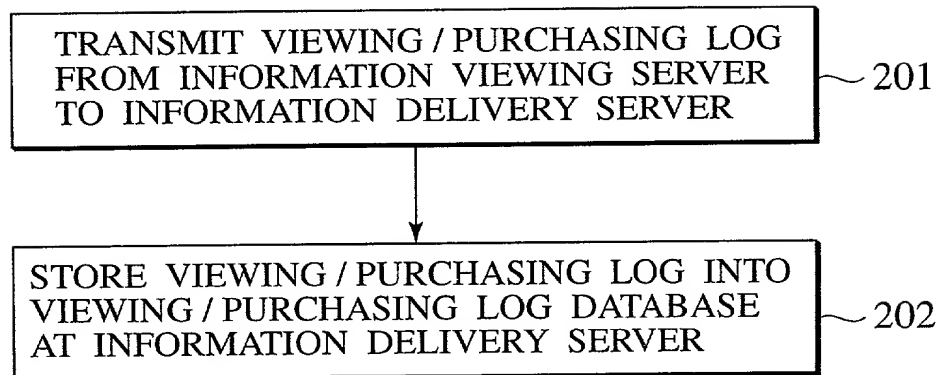


FIG.3

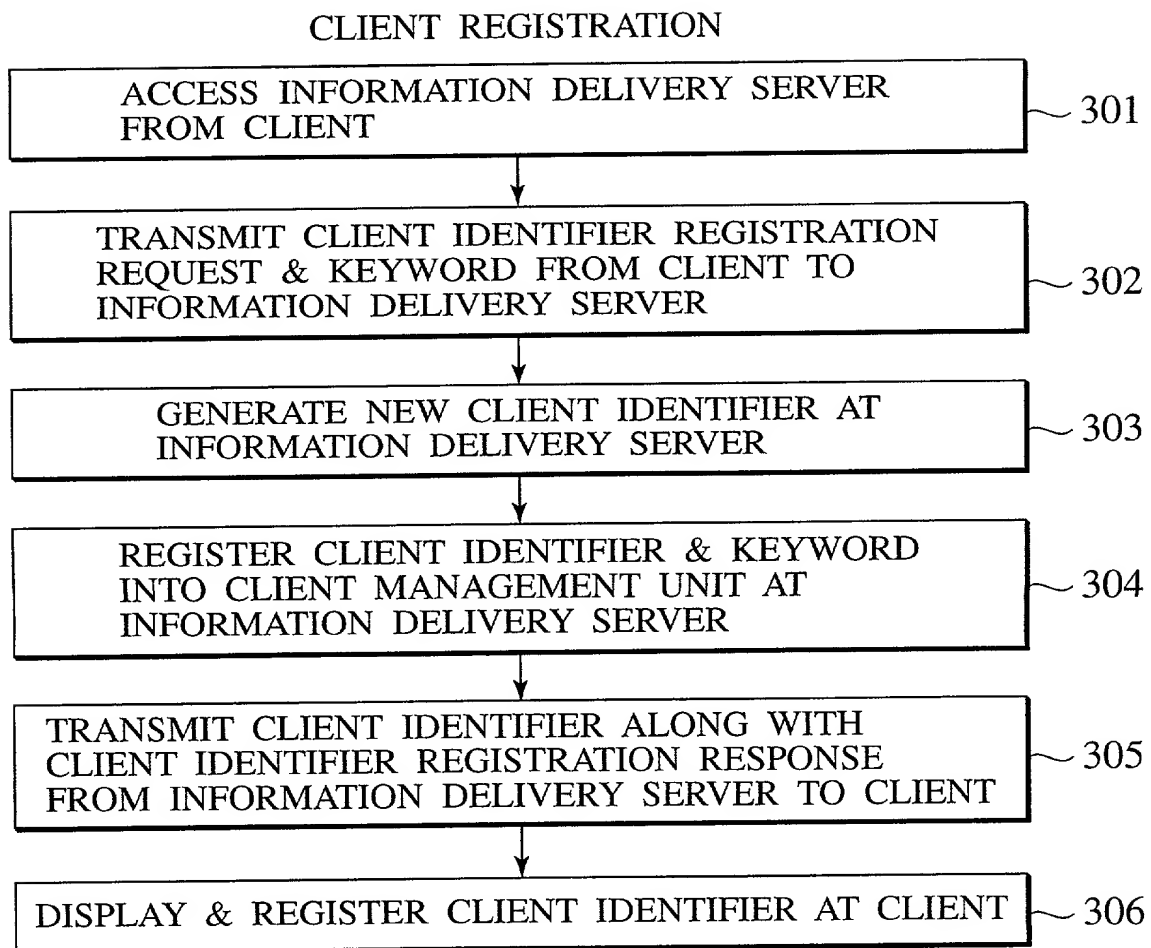


FIG.4

## CORRELATED ITEM DELIVERY REGISTRATION

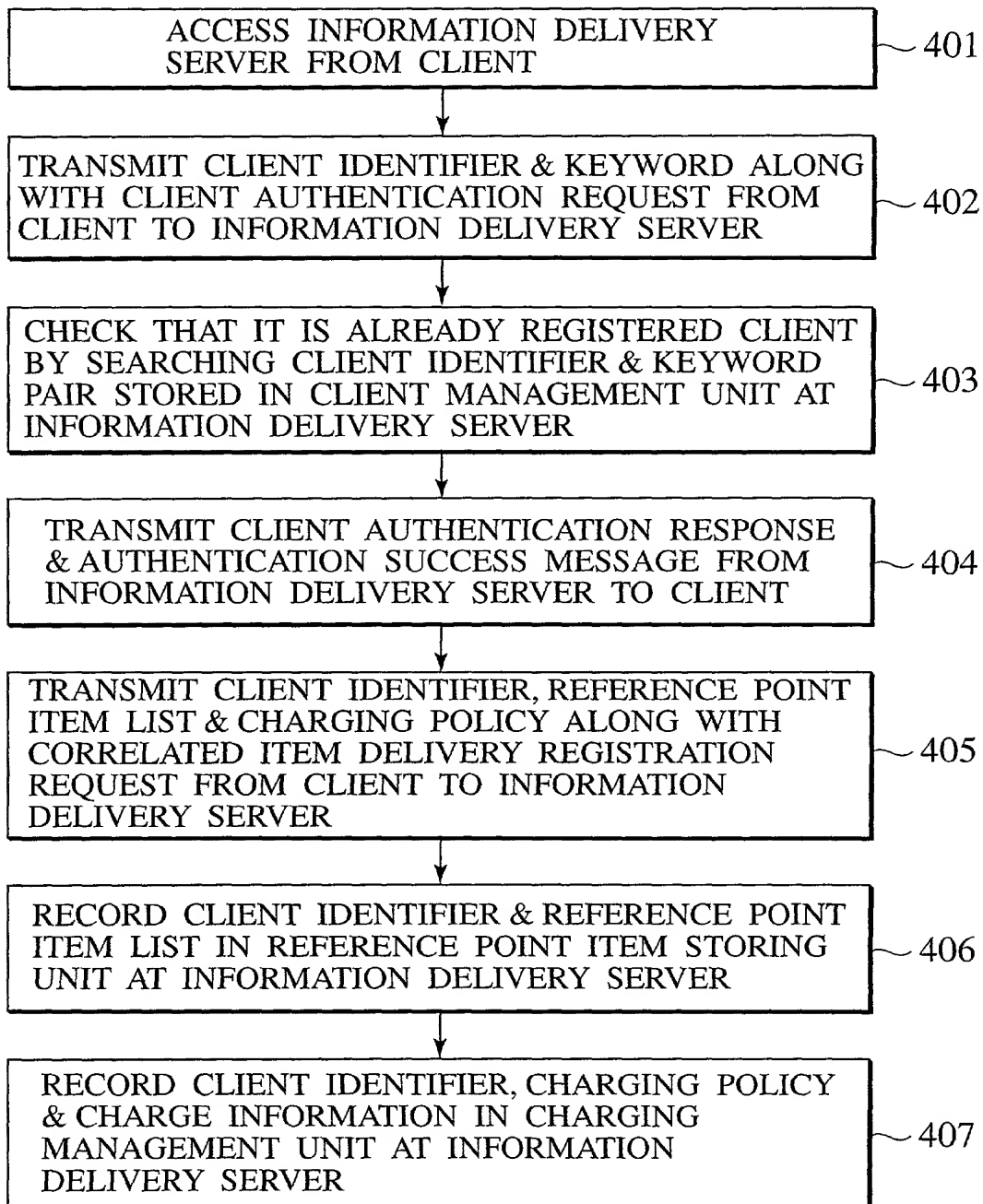


FIG.5

## CORRELATED ITEM DETECTION (OVERALL)

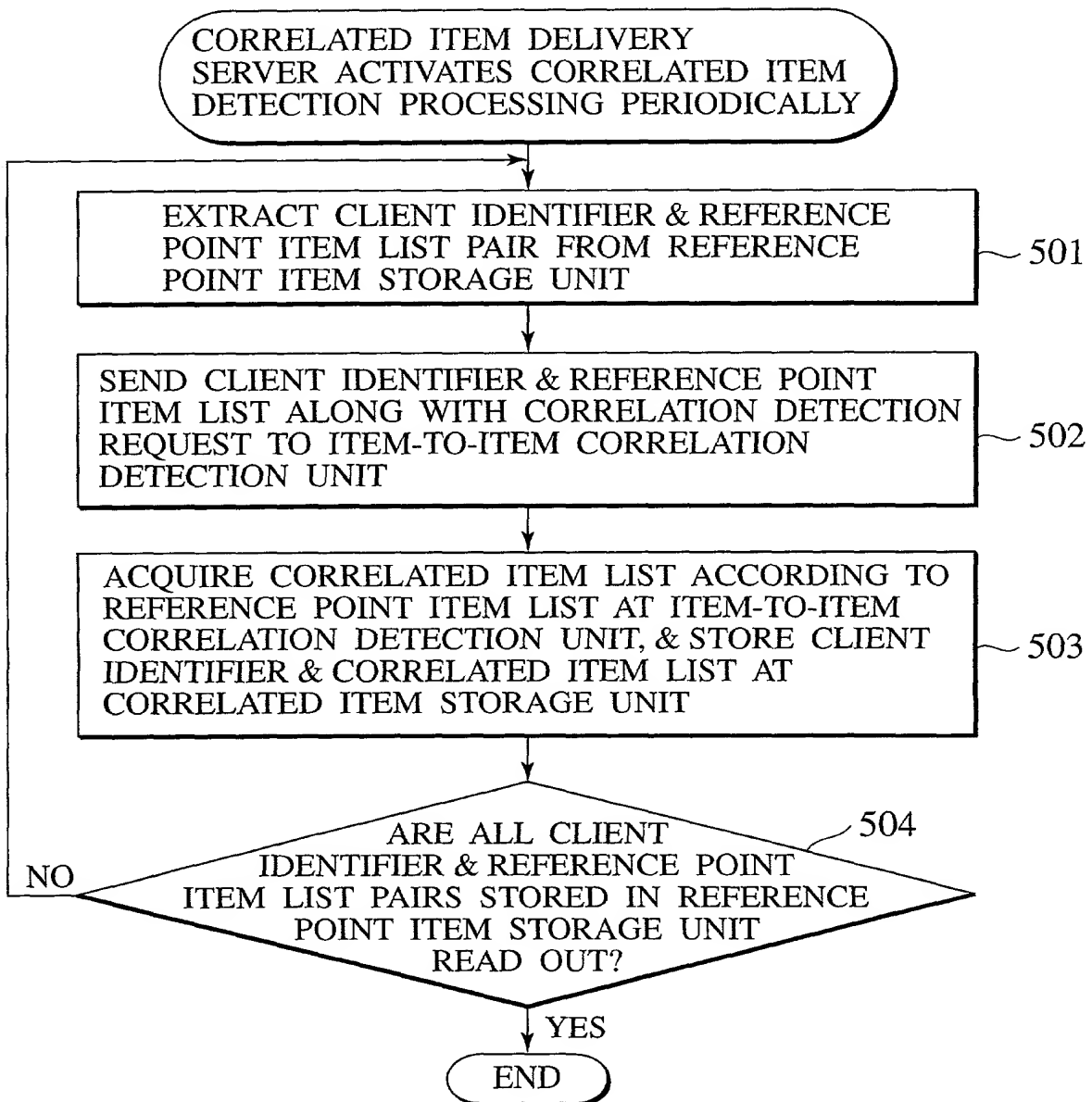


FIG.6

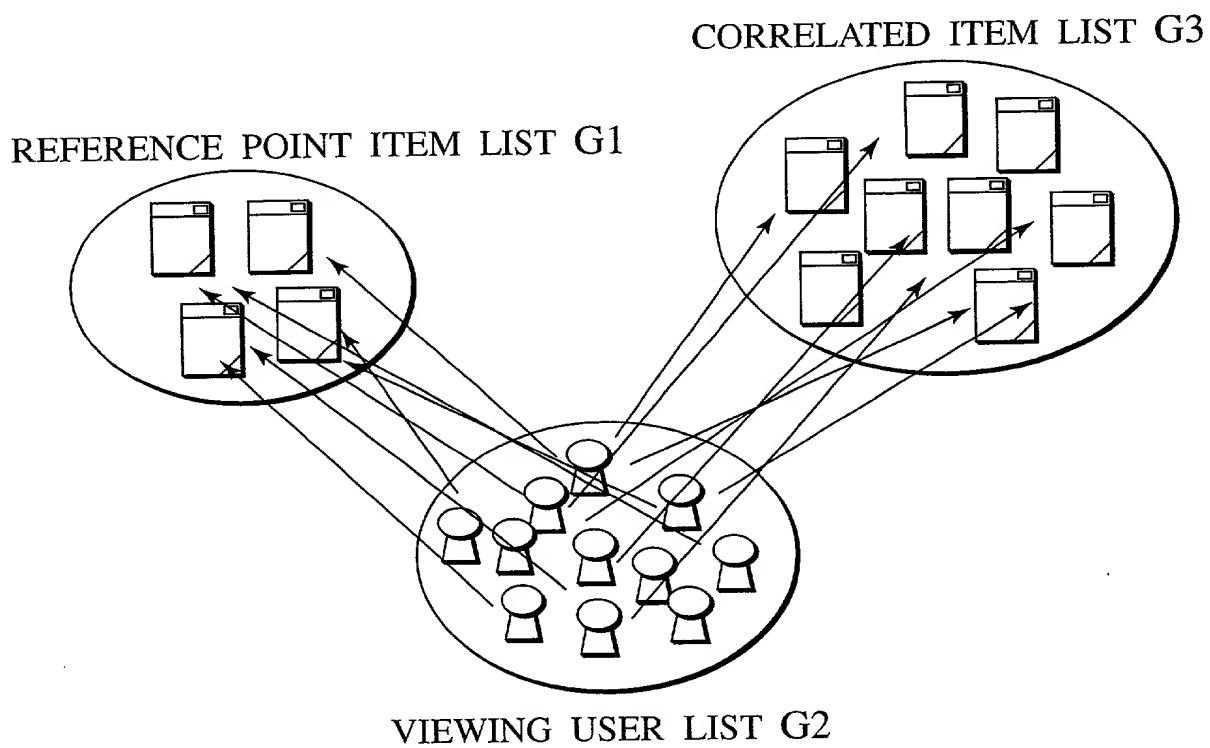


FIG.7

## CORRELATED ITEM DETECTION (DETAIL)

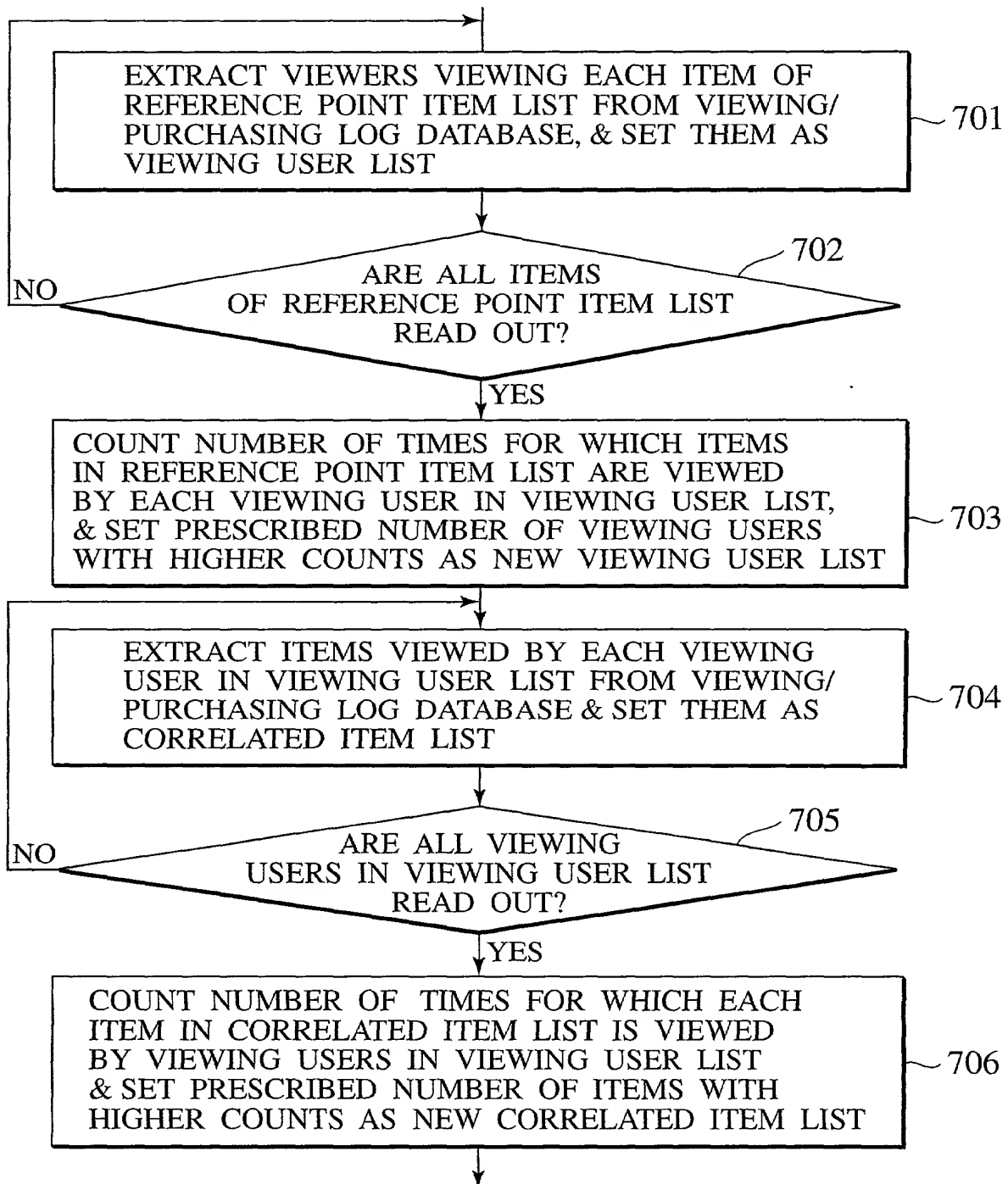


FIG.8

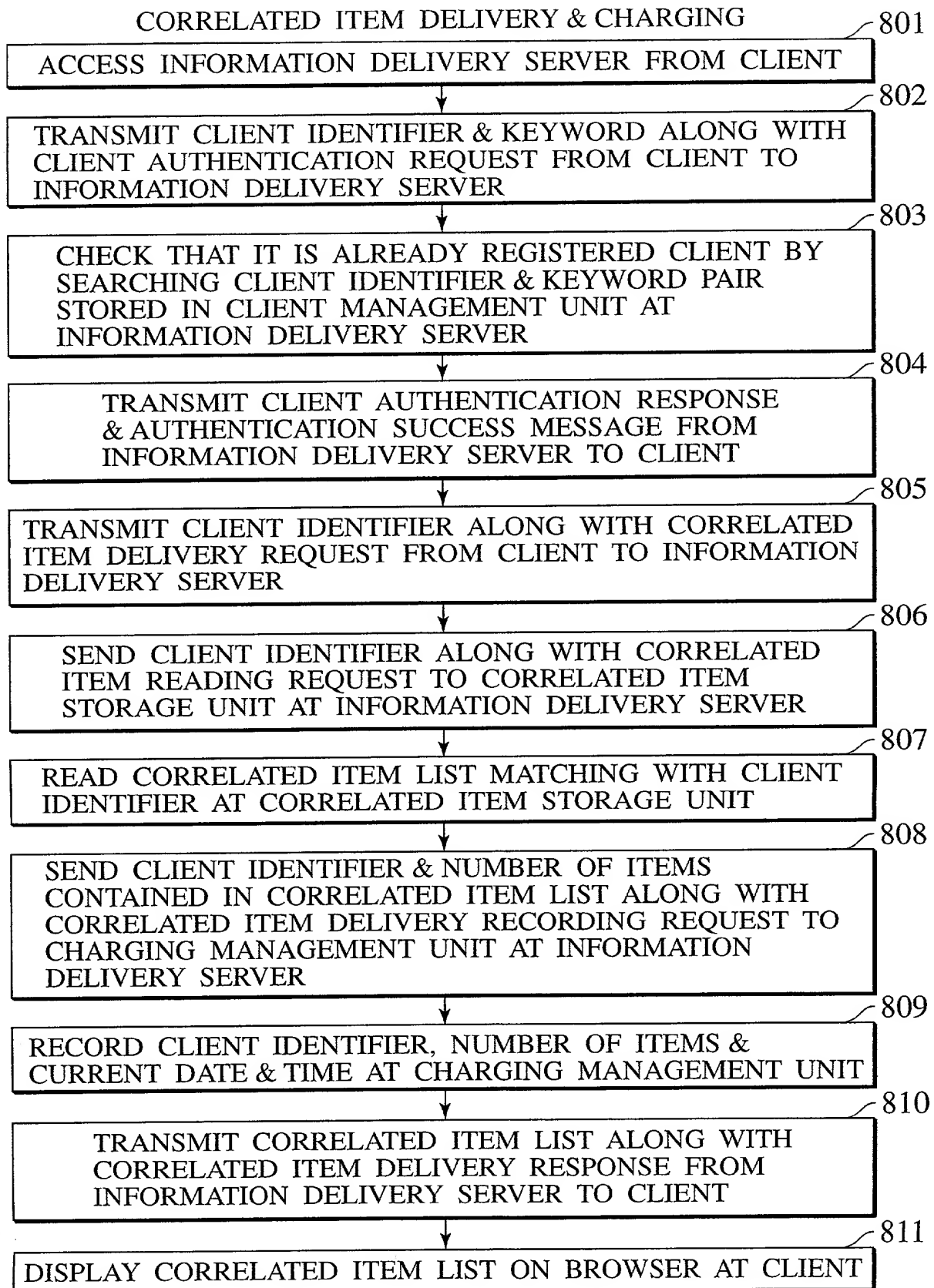




FIG.9

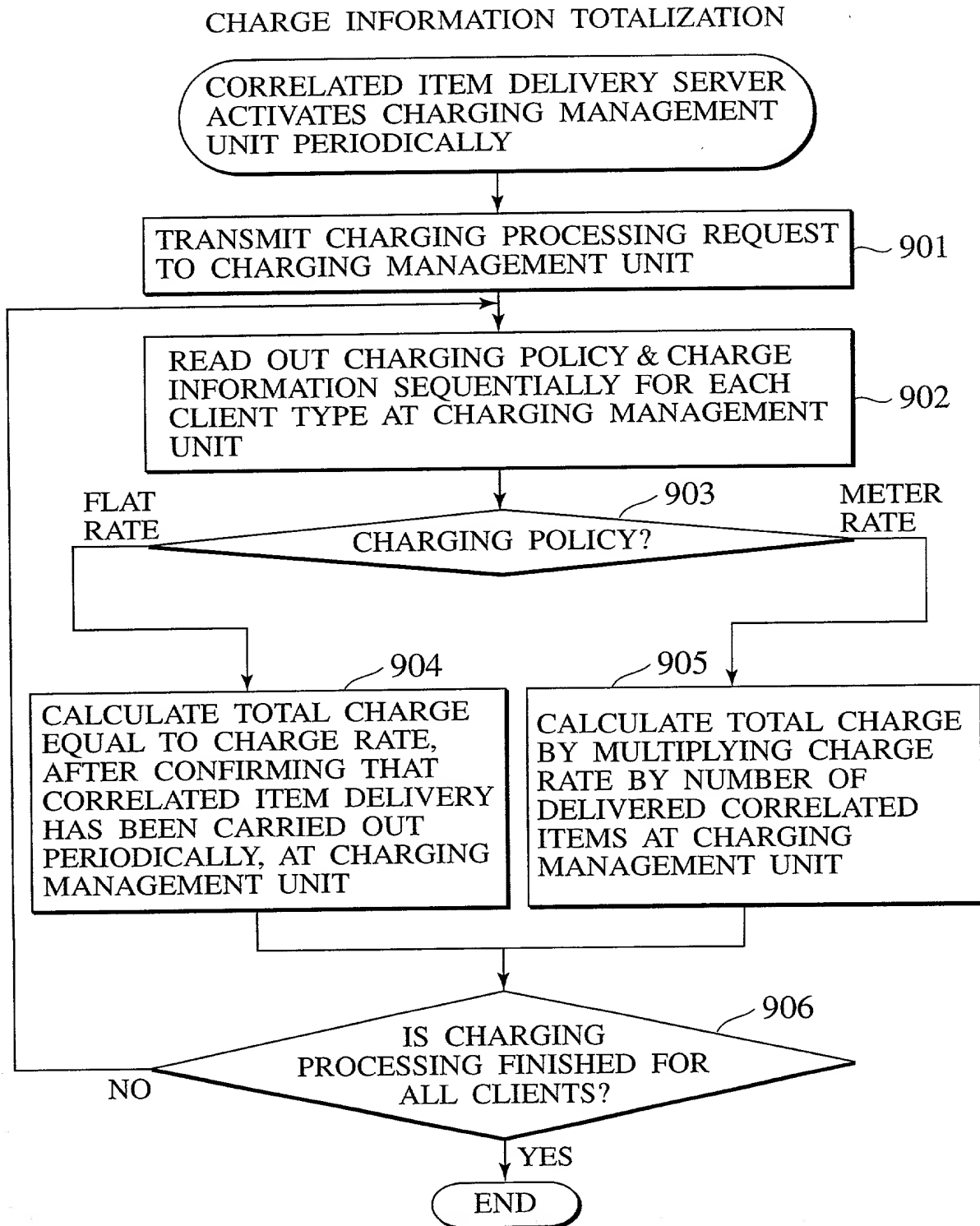


FIG.10

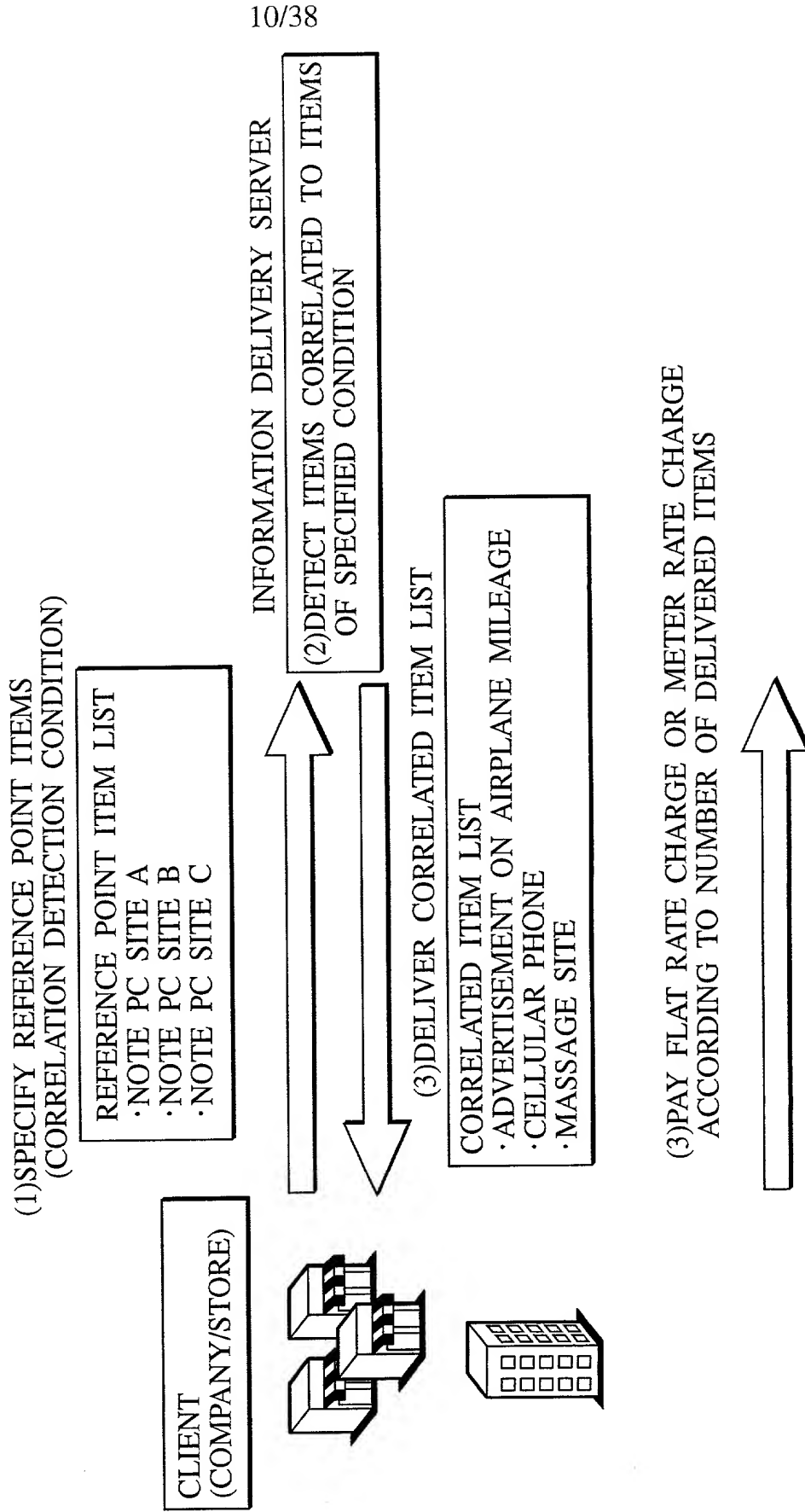


FIG.11

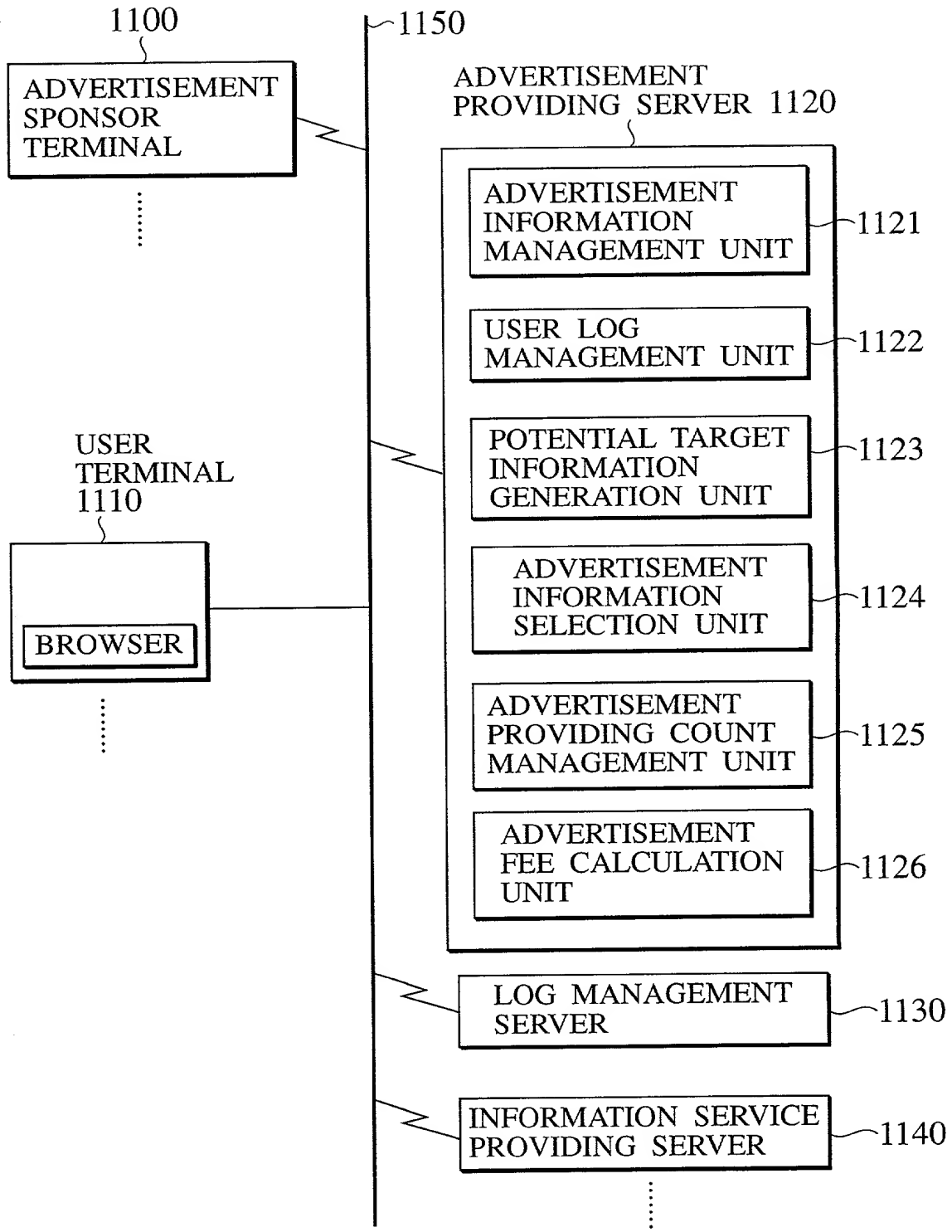


FIG.12

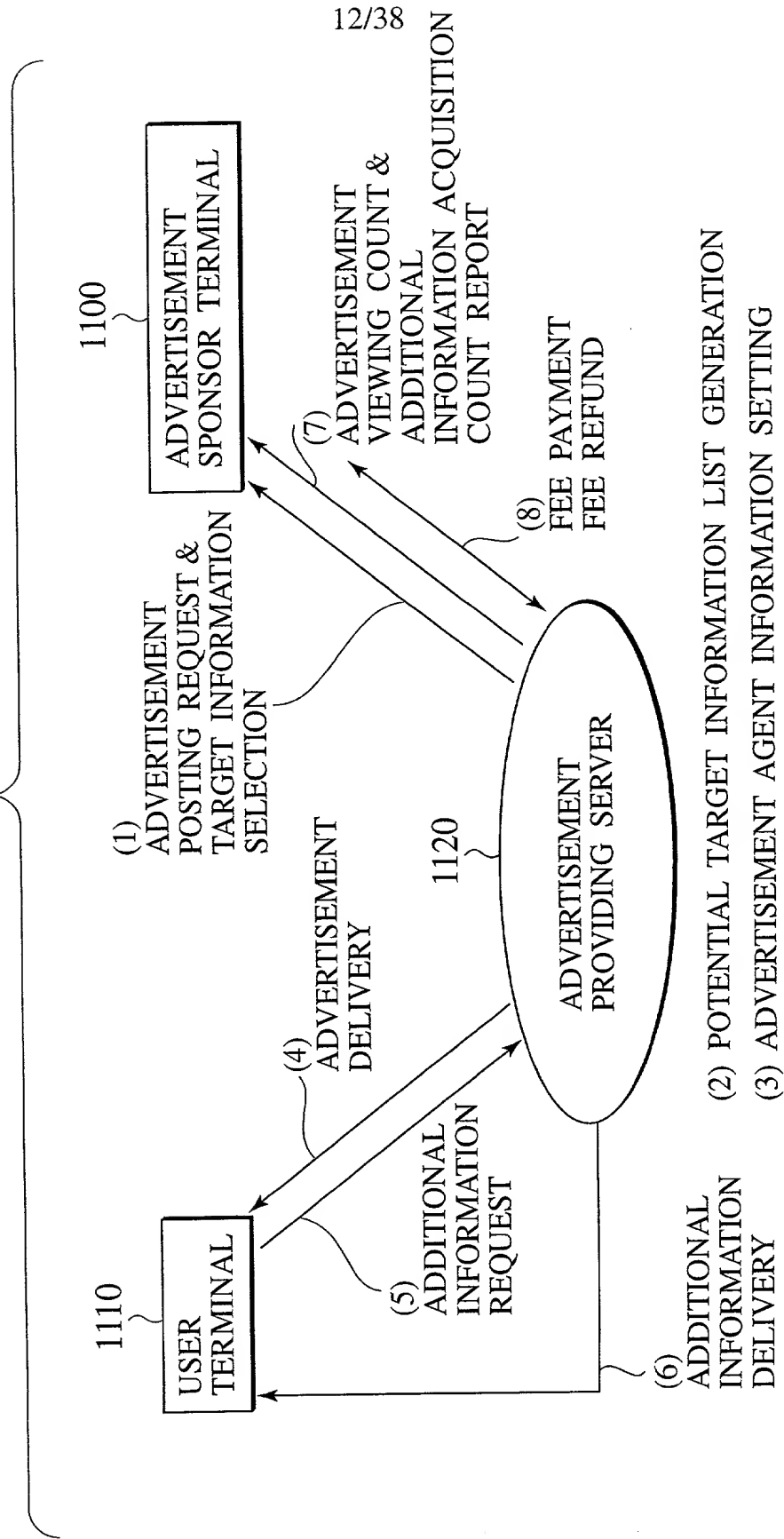


FIG.13

PRESENTATION INFORMATION G3

VIEWING INFORMATION G1

RELATED USERS G2

ADVERTISEMENT  
PRESENTATION

USER: U0

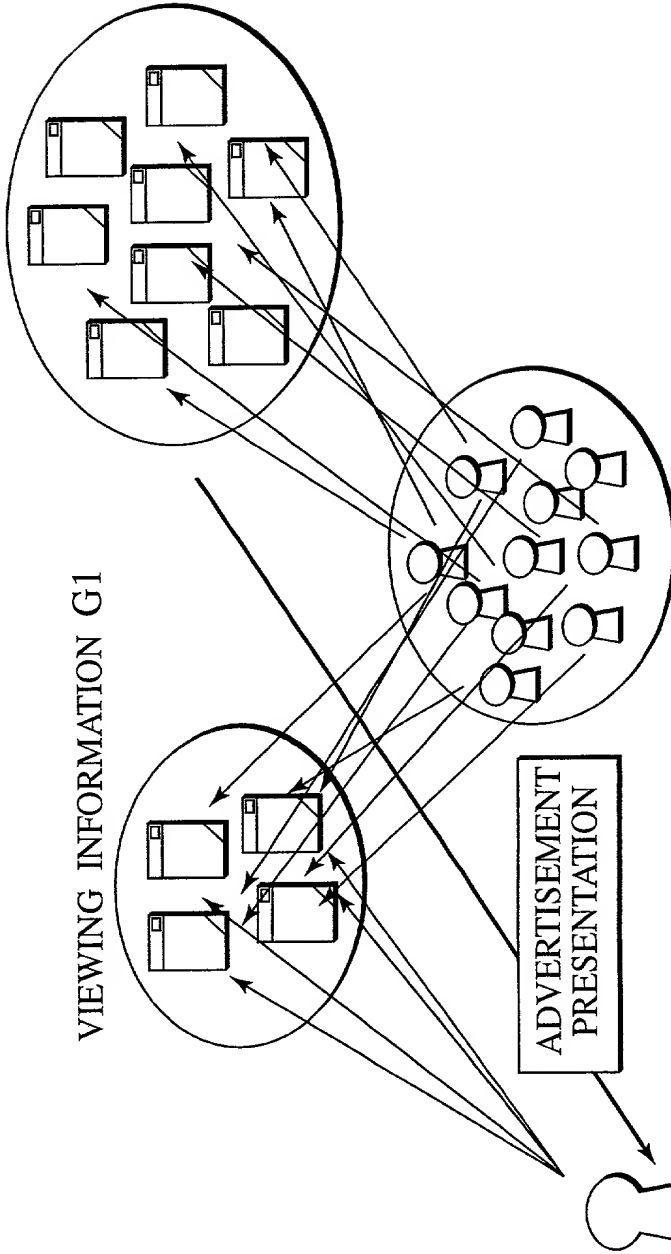


FIG.14

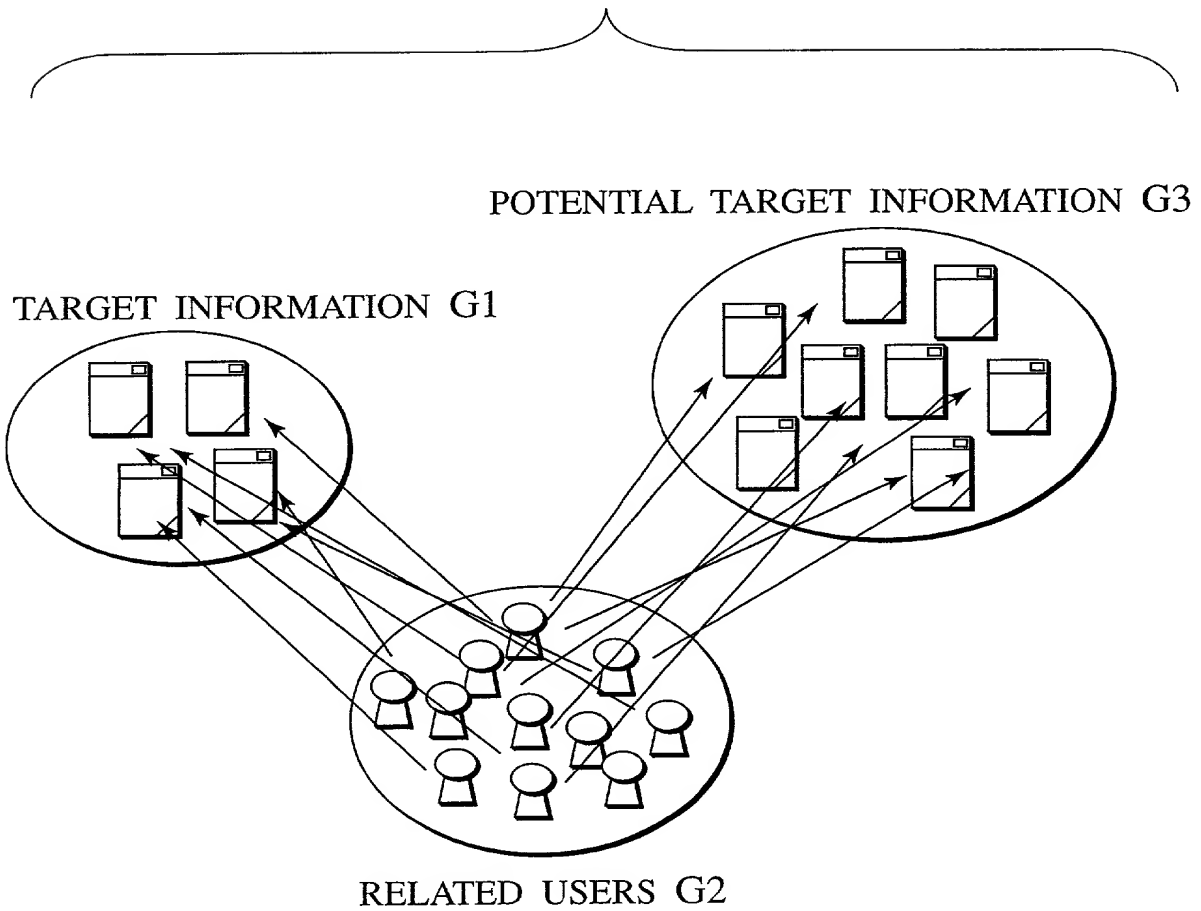


FIG.15

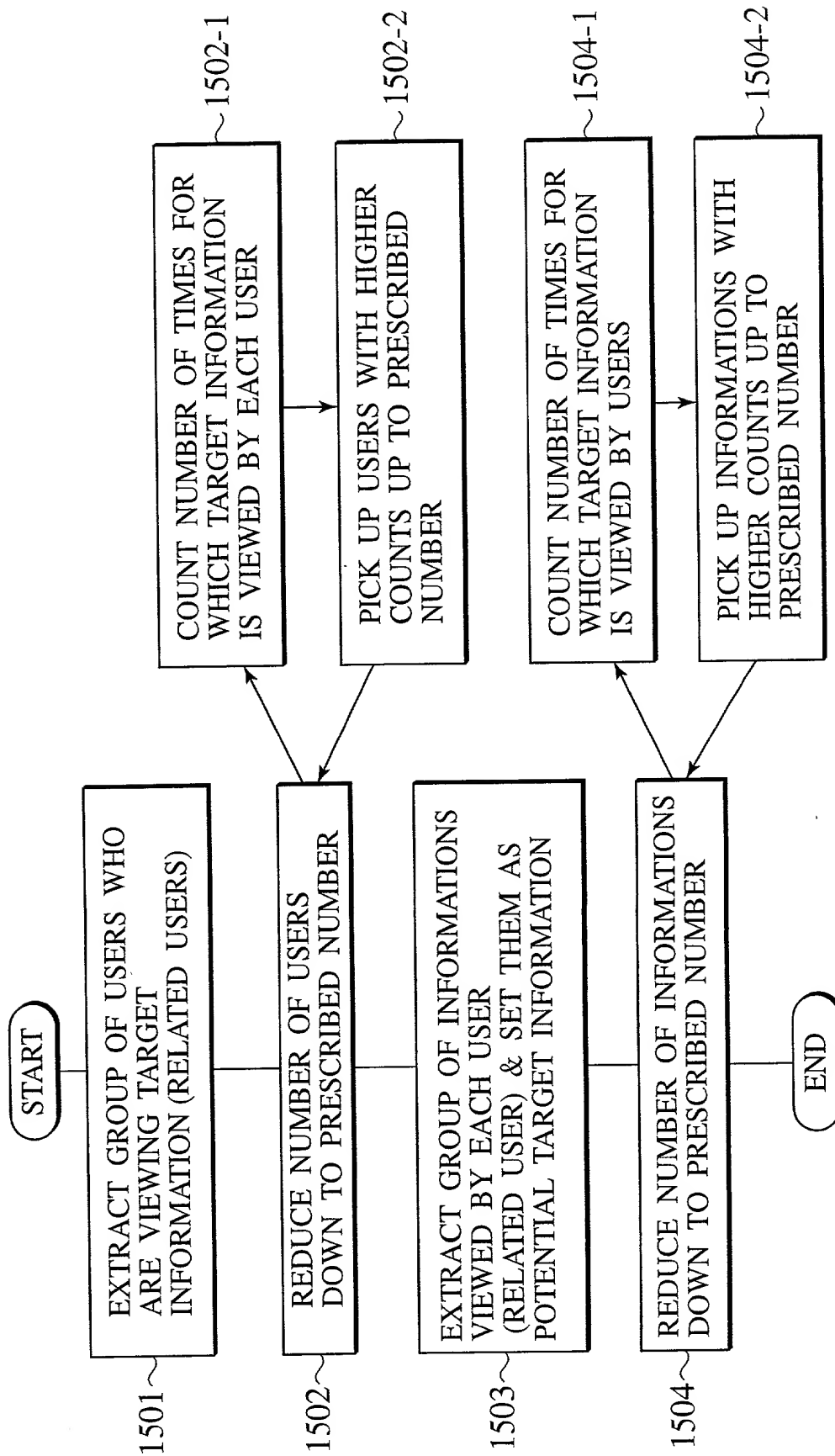


FIG.16

ADDITIONAL INFORMATION G3

VIEWING INFORMATION G1

ADVERTISEMENT AGENT G2

ADVERTISEMENT  
PRESENTATION

USER: U0

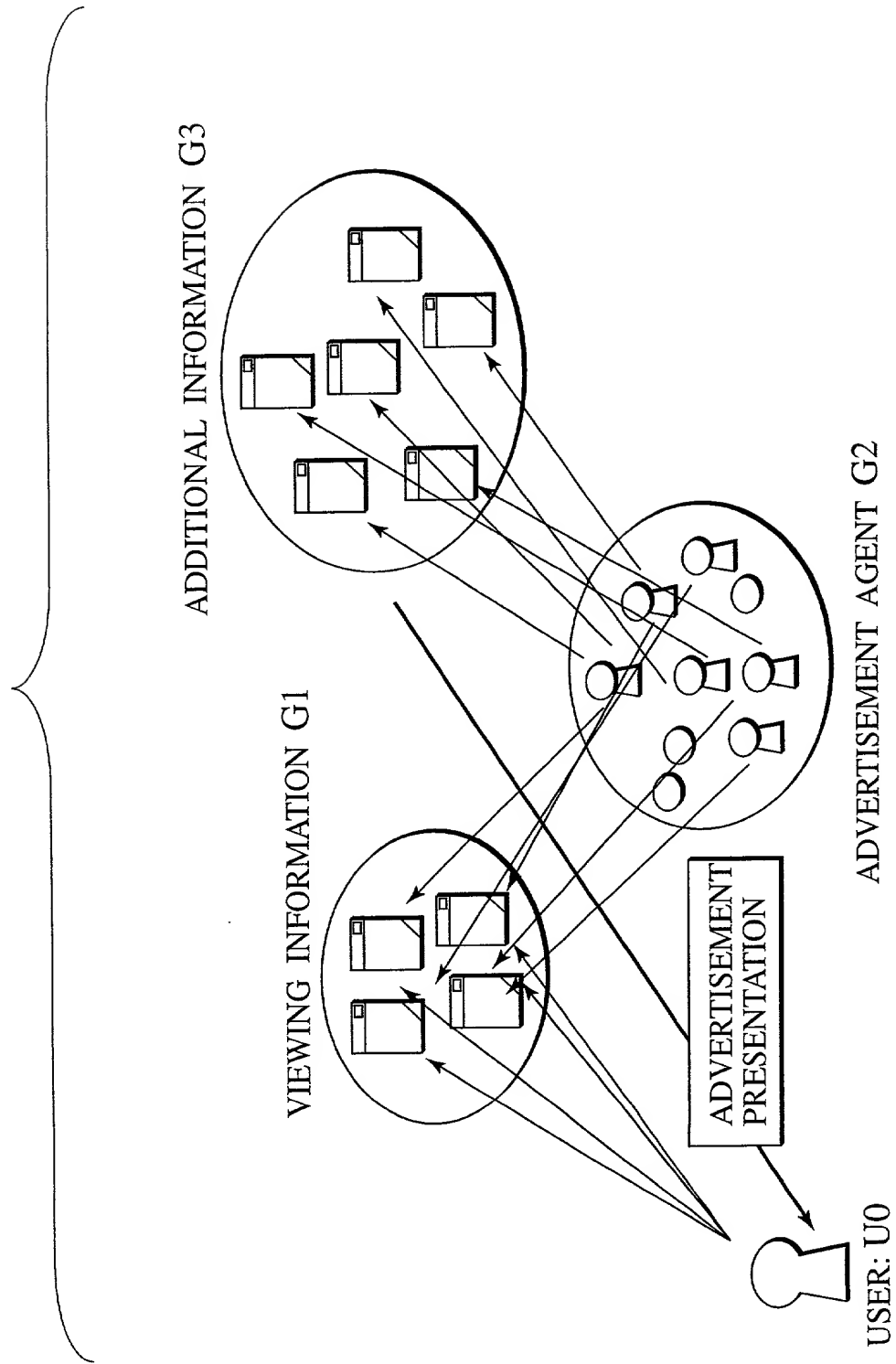




FIG.17

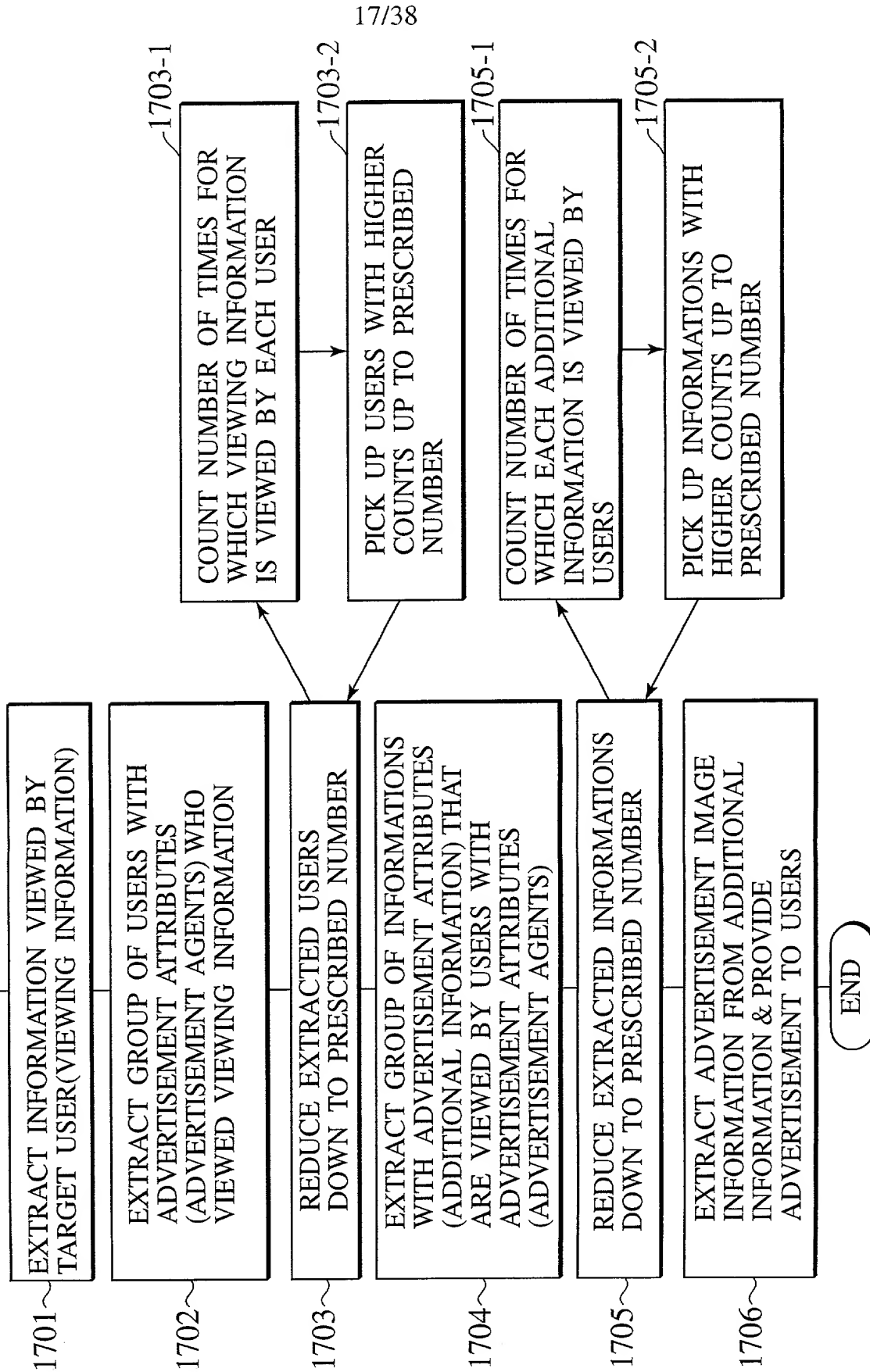


FIG.18

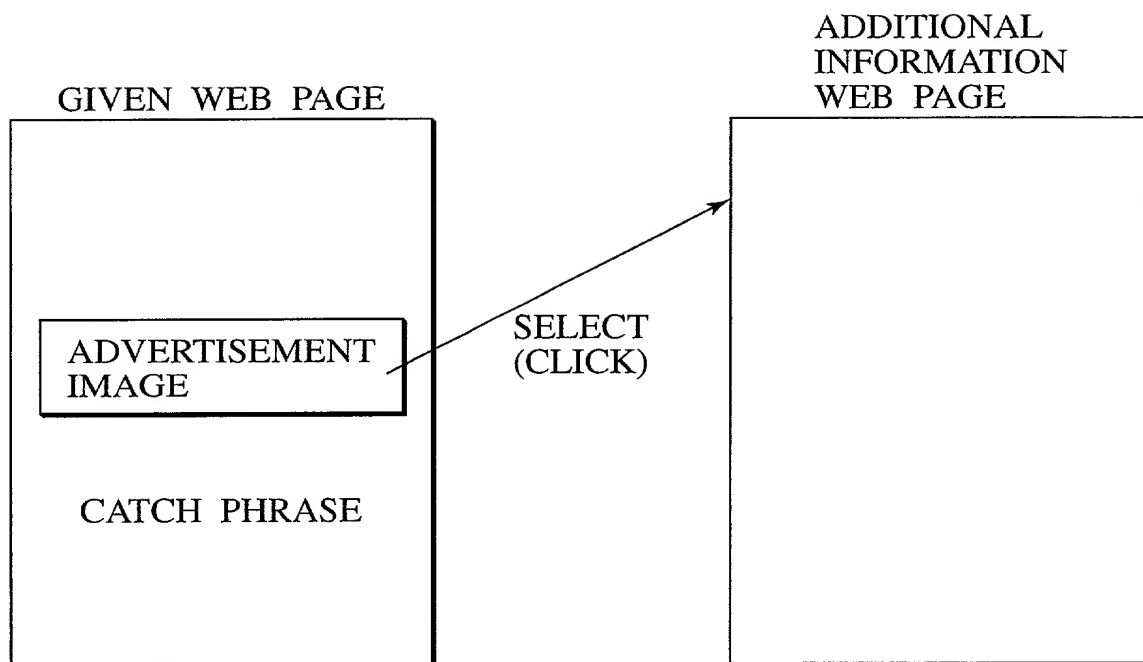


FIG.19

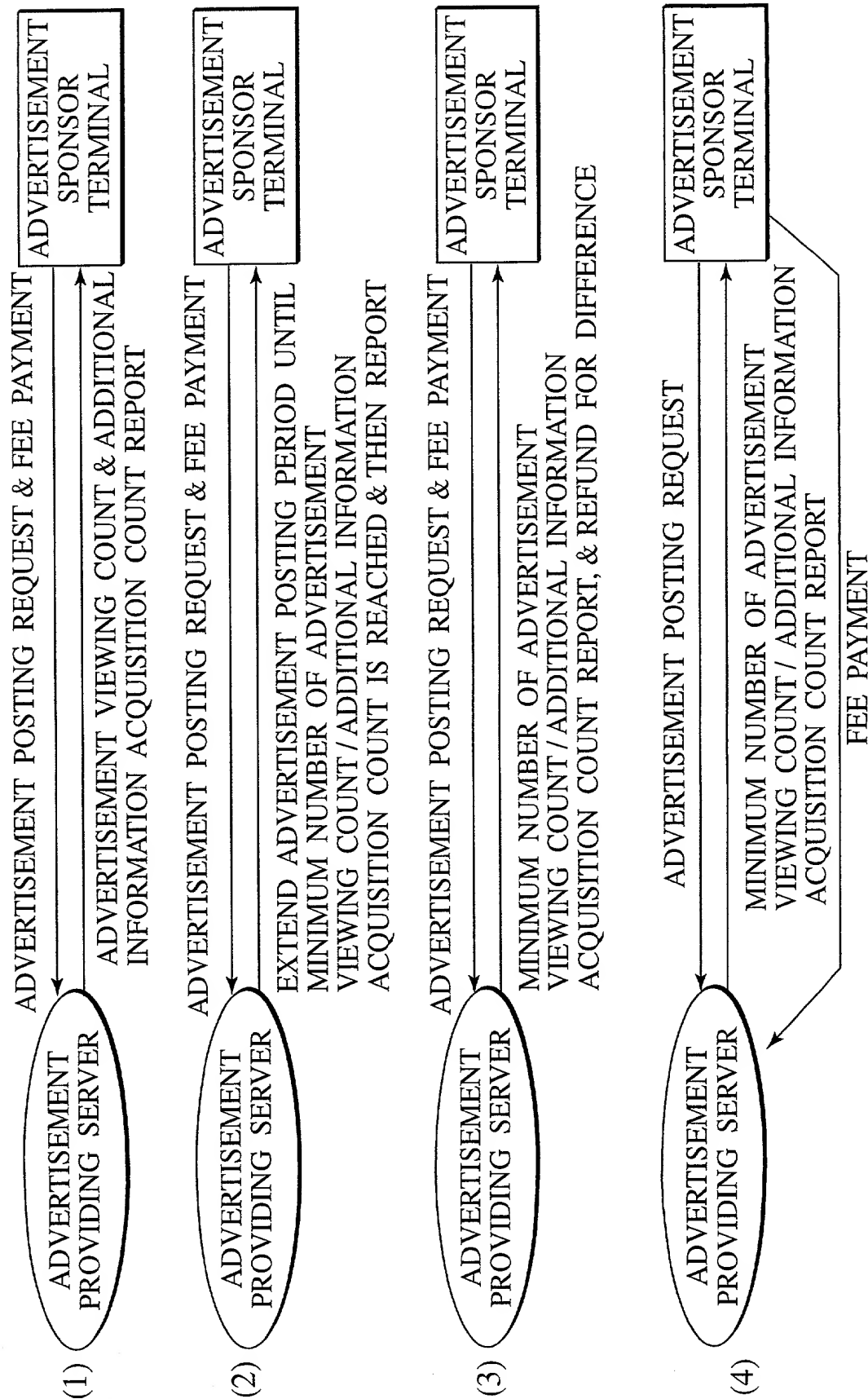


FIG.20

| USER IDENTIFIER | ACCESS DATE & TIME | VIEWING/ ACTION |
|-----------------|--------------------|-----------------|
| 1               | 2000/3/25 11:35:15 | VIEWED INF-A    |
| 3               | 2000/3/25 11:36:27 | VIEWED INF-B    |
| 2               | 2000/3/25 11:41:33 | VIEWED INF-D    |
| 1               | 2000/3/25 11:41:42 | APPROVED ACT-A  |
| 2               | 2000/3/25 11:43:01 | VIEWED INF-C    |

FIG.21

| ADVERTISEMENT CONTENT STORAGE LOCATION | ADDITIONAL INFORMATION STORAGE LOCATION | PERIOD FOR POSTING ADVERTISEMENT |
|--|---|----------------------------------|
| AD-1                                   | REF-1                                   | 2000/3/1-3/30                    |
| AD-2                                   | REF-2                                   | 2000/3/15-4/14                   |
|  | .....                                   |                                  |

FIG.22

| TARGET<br>INFORMATION |
|-----------------------|
| INF-A                 |
| INF-C                 |
| INF-XX                |
| .....                 |
| INF-ABC               |
| INF-DDD               |

FIG.23

| POTENTIAL<br>TARGET<br>INFORMATION |
|------------------------------------|
| INF-FF                             |
| INF-CCC                            |
| INF-XXX                            |
| .....                              |
| INF-DEF                            |
| INF-RRR                            |

FIG.24

| USER IDENTIFIER | ACCESS DATE & TIME | VIEWING/ ACTION |
|-----------------|--------------------|-----------------|
| 100001          | 2000/3/28 00:00:00 | VIEWED REF-1    |
| 100001          | 2000/3/28 00:00:00 | VIEWED INF-A    |
| 100001          | 2000/3/28 00:00:00 | VIEWED INF-C    |
| 100001          | 2000/3/28 00:00:00 | VIEWED INF-XX   |
| 100001          | 2000/3/28 00:00:00 | VIEWED INF-ABC  |
| 100001          | 2000/3/28 00:00:00 | VIEWED INF-DDD  |
|                 | .....              |                 |
| 100001          | 2000/3/28 00:00:00 | VIEWED INF-FF   |
| 100001          | 2000/3/28 00:00:00 | VIEWED INF-CCC  |
| 100001          | 2000/3/28 00:00:00 | VIEWED INF-XXX  |
| 100001          | 2000/3/28 00:00:00 | VIEWED INF-DEF  |
| 100001          | 2000/3/28 00:00:00 | VIEWED INF-RRR  |

FIG.25

| USER IDENTIFIER | ATTRIBUTE     |
|-----------------|---------------|
| 1               | GENERAL       |
| 2               | GENERAL       |
| 3               | GENERAL       |
| .....           | .....         |
| 100001          | ADVERTISEMENT |
| 100002          | ADVERTISEMENT |

| INFORMATION IDENTIFIER | ATTRIBUTE     |
|------------------------|---------------|
| INF-A                  | GENERAL       |
| INF-B                  | GENERAL       |
| INF-C                  | GENERAL       |
| .....                  | .....         |
| REF-1                  | ADVERTISEMENT |
| REF-2                  | ADVERTISEMENT |

FIG.26

| ADVERTISEMENT CONTENT    |                 | ADDITIONAL INFORMATION        | PERIOD FOR POSTING |
|--------------------------|-----------------|-------------------------------|--------------------|
| ADVERTISEMENT IMAGE(URL) | CATCH PHRASE    | STORAGE LOCATION(URL)         | FROM-TO            |
| /ad/ad-1.gif             | PC WITH CAMERA! | http://xxx.xx/ad/camerapc.htm | 2000/4/1-4/30      |

FIG.27

| TARGET INFORMATION   |
|----------------------|
| /inf/camera.htm      |
| /inf/notepc.htm      |
| /inf/desktoppc.htm   |
| .....                |
| /inf/videocamera.htm |
| /inf/8mmcamera.htm   |



FIG.28

| POTENTIAL<br>TARGET<br>INFORMATION |
|------------------------------------|
| /inf/pc/uresuji.htm                |
| /inf/pc/osusume.htm                |
| /inf/pict/software.htm             |
| .....                              |
| /misc/go-abroad.htm                |
| /misc/idol.htm                     |

FIG.29

| USER<br>IDENTIFIER | ACCESS<br>DATE & TIME | VIEWING/ACTION                |
|--------------------|-----------------------|-------------------------------|
| 100001             | 2000/3/28 00:00:00    | http://xxx.xx/ad/camerapc.htm |
| 100001             | 2000/3/28 00:00:00    | /inf/camera.htm               |
| 100001             | 2000/3/28 00:00:00    | /inf/notepc.htm               |
| 100001             | 2000/3/28 00:00:00    | /inf/desktoppc.htm            |
| 100001             | 2000/3/28 00:00:00    | /inf/videocamera.htm          |
| 100001             | 2000/3/28 00:00:00    | /inf/8mmcamera.htm            |
|                    | .....                 |                               |
| 100001             | 2000/3/28 00:00:00    | /inf/pc/uresuji.htm           |
| 100001             | 2000/3/28 00:00:00    | /inf/pc/osusume.htm           |
| 100001             | 2000/3/28 00:00:00    | /inf/pict/software.htm        |
| 100001             | 2000/3/28 00:00:00    | /misc/go-abroad.htm           |
| 100001             | 2000/3/28 00:00:00    | /misc/idol.htm                |

FIG.30

| USER IDENTIFIER | ATTRIBUTE     |
|-----------------|---------------|
| 1               | GENERAL       |
| 2               | GENERAL       |
| 3               | GENERAL       |
| .....           | .....         |
| 100001          | ADVERTISEMENT |
| 100002          | ADVERTISEMENT |

| INFORMATION                   | ATTRIBUTE     |
|-------------------------------|---------------|
| /inf/camera.htm               | GENERAL       |
| /inf/notepc.htm               | GENERAL       |
| /inf/desktoppc.htm            | GENERAL       |
| .....                         | .....         |
| http://xxx.xx/ad/camerapc.htm | ADVERTISEMENT |
| //vvvvv.cc.jp/ad/book.htm     | ADVERTISEMENT |

FIG.31

| POSTING MONITORING<br>TARGET  | SCHEDULED<br>NUMBER<br>OF TIMES<br>FOR POSTING | UNIT<br>CHARGE |
|-------------------------------|--|----------------|
| /ad/ad-1.gif                  | 100000   | ¥3             |
| http://xxx.xx/ad/camerapc.htm | 1000   | ¥100           |

TOTAL CHARGE : ¥400,000

FIG.32

| POSTING MONITORING<br>TARGET  | POSTING<br>COUNT |
|-------------------------------|------------------|
| /ad/ad-1.gif                  | 85326            |
| http://xxx.xx/ad/camerapc.htm | 728              |

POSTING PERIOD 2000/4/1-4/30

FIG.33

| POSTING MONITORING<br>TARGET  | POSTING<br>COUNT | 2000/4/1-<br>4/30 | 2000/5/1-<br>5/15 |
|-------------------------------|------------------|-------------------|-------------------|
| /ad/ad-1.gif                  | 126610           | 85326             | 41284             |
| http://xxx.xx/ad/camerapc.htm | 1043             | 728               | 315               |

FIG.34

| POSTING MONITORING<br>TARGET  | POSTING<br>COUNT |
|-------------------------------|------------------|
| /ad/ad-1.gif                  | 85326            |
| http://xxx.xx/ad/camerapc.htm | 728              |

POSTING PERIOD 2000/4/1-4/30

71222

¥71000  
REFUND

FIG.35

| POSTING MONITORING<br>TARGET  | UNIT<br>CHARGE |
|-------------------------------|----------------|
| /ad/ad-1.gif                  | ¥3             |
| http://xxx.xx/ad/camerapc.htm | ¥100           |

FIG.36

| POSTING MONITORING<br>TARGET  | POSTING<br>COUNT |
|-------------------------------|------------------|
| /ad/ad-1.gif                  | 85326            |
| http://xxx.xx/ad/camerapc.htm | 728              |

328778

POSTING PERIOD 2000/4/1-4/30

¥328,000  
CHARGED

FIG.37

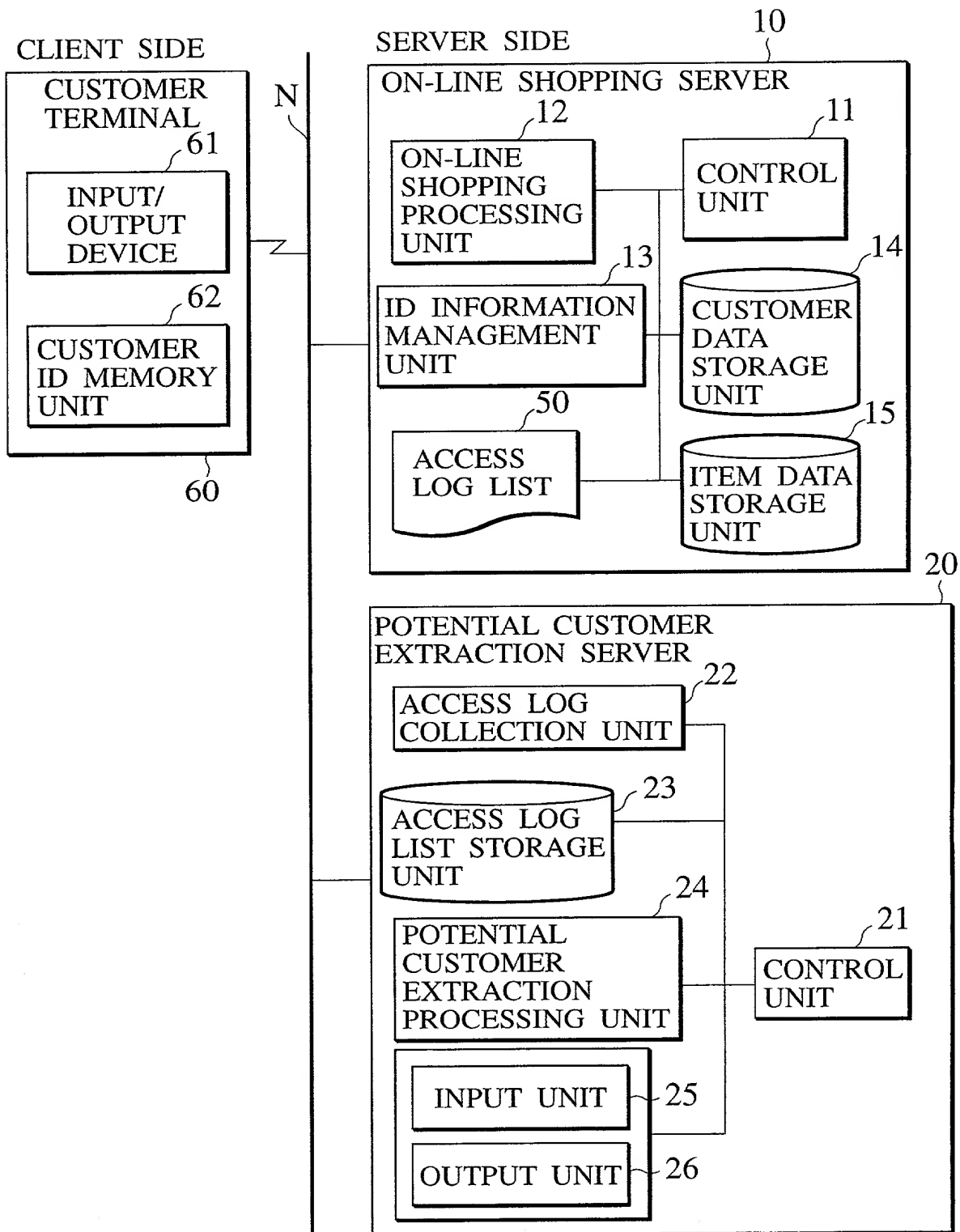
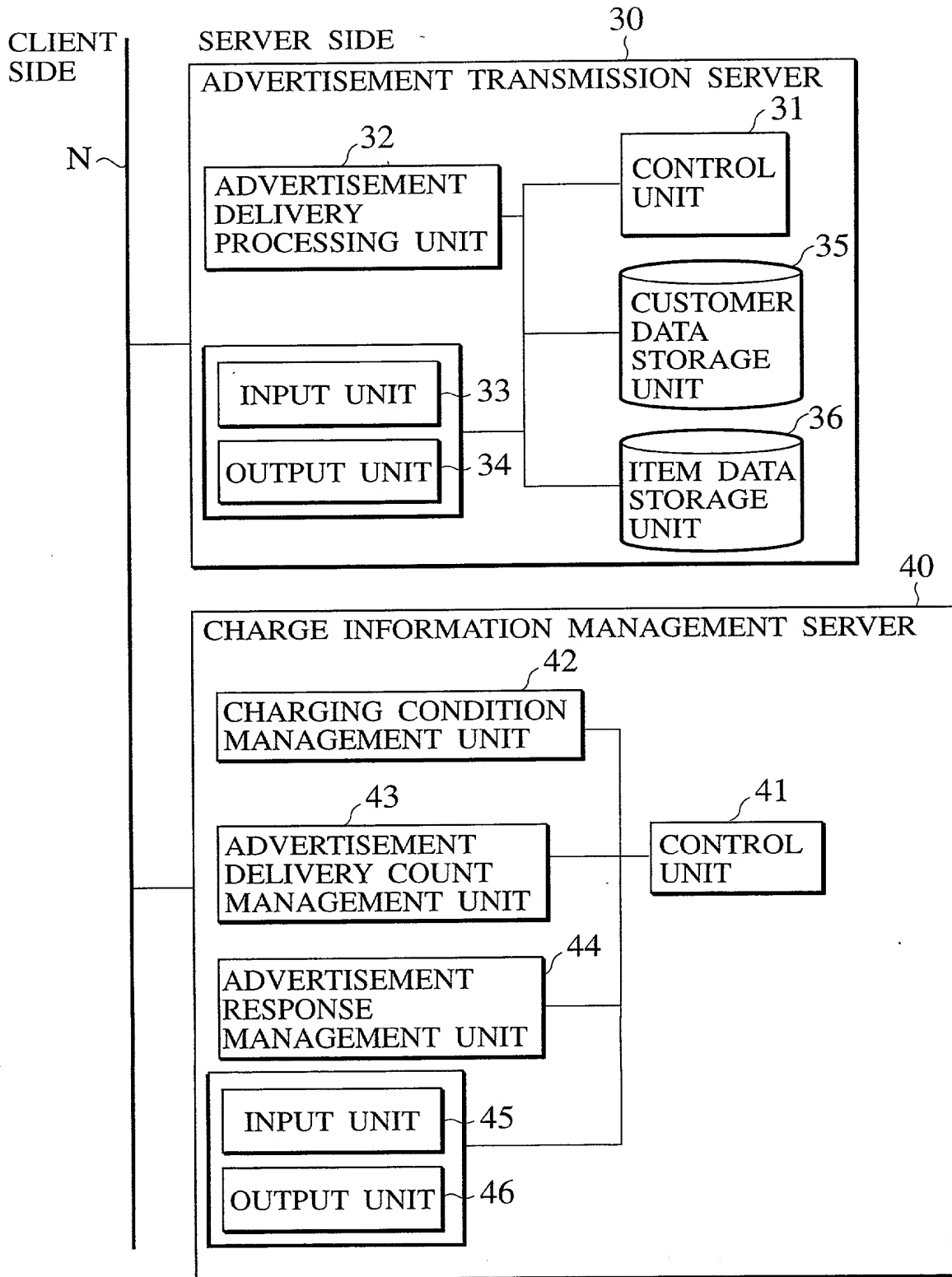


FIG.38

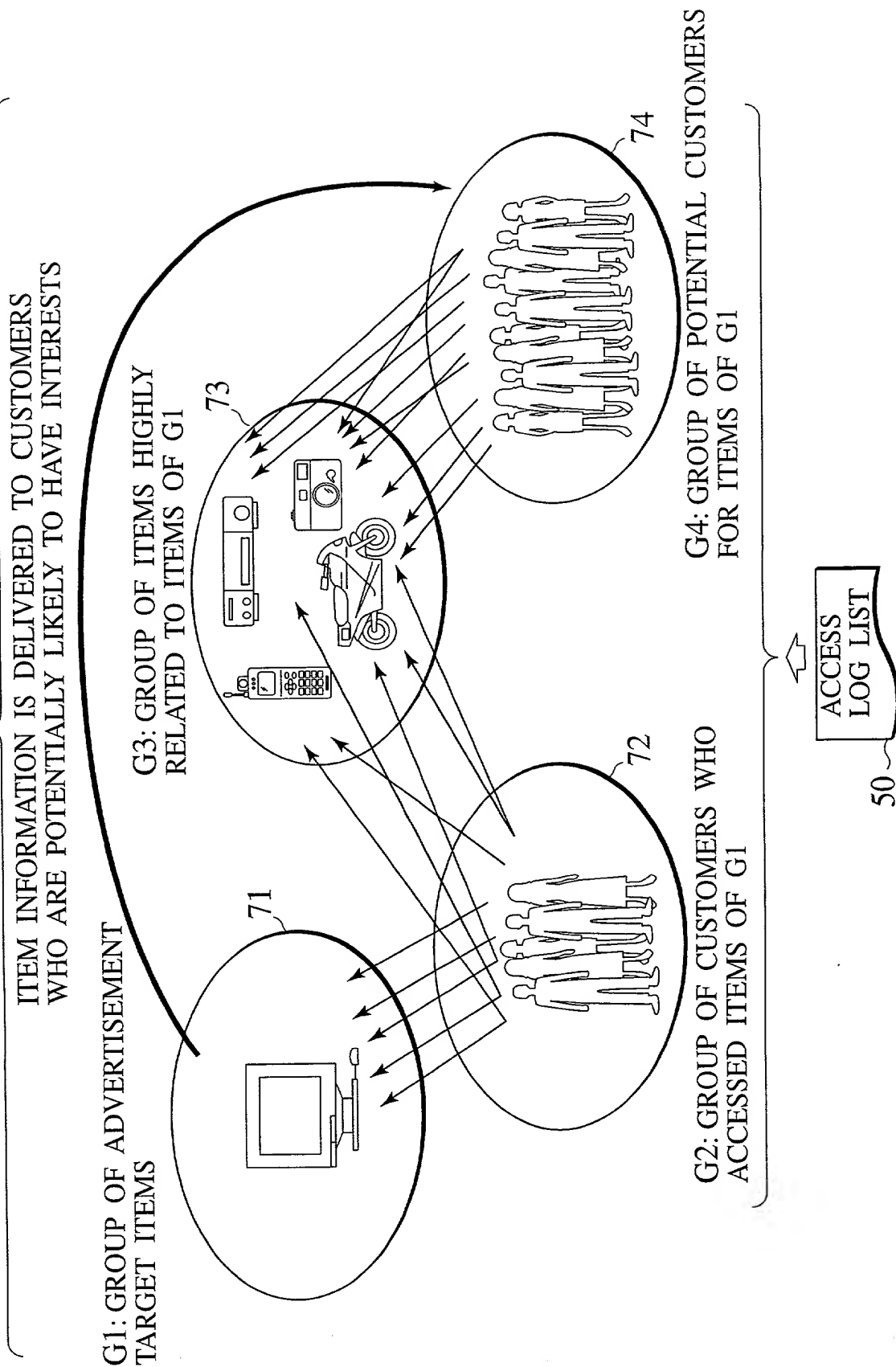


50.

[illegible]



FIG. 40



[illegible]

FIG.43

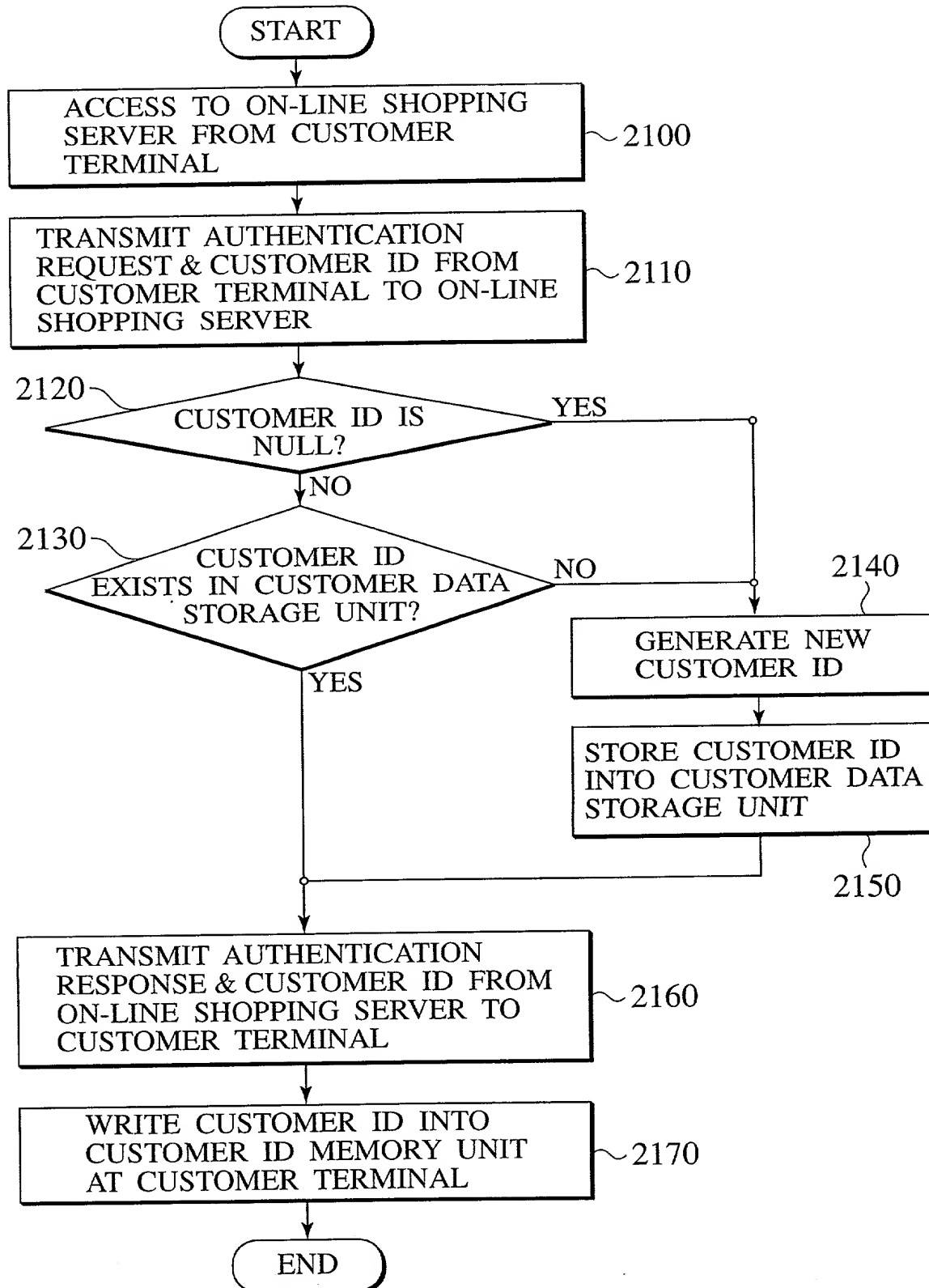


FIG.44

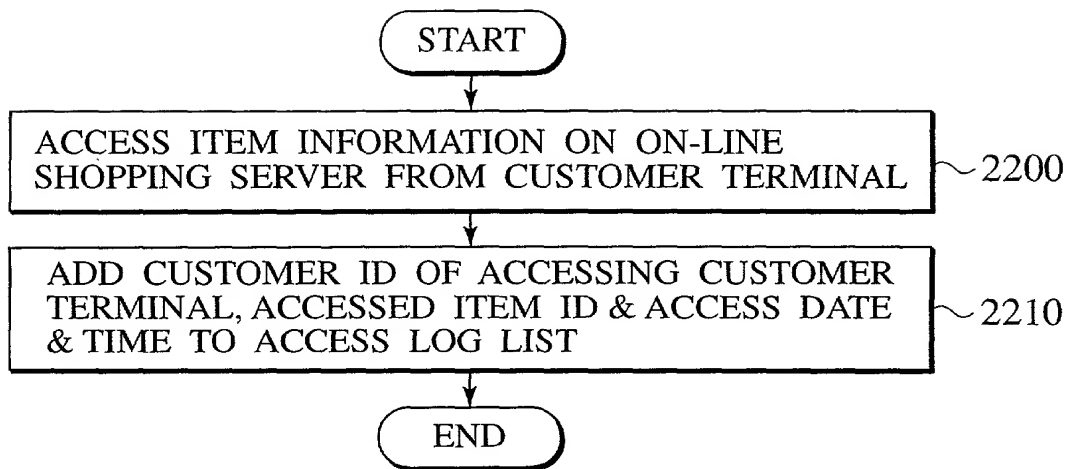


FIG.45

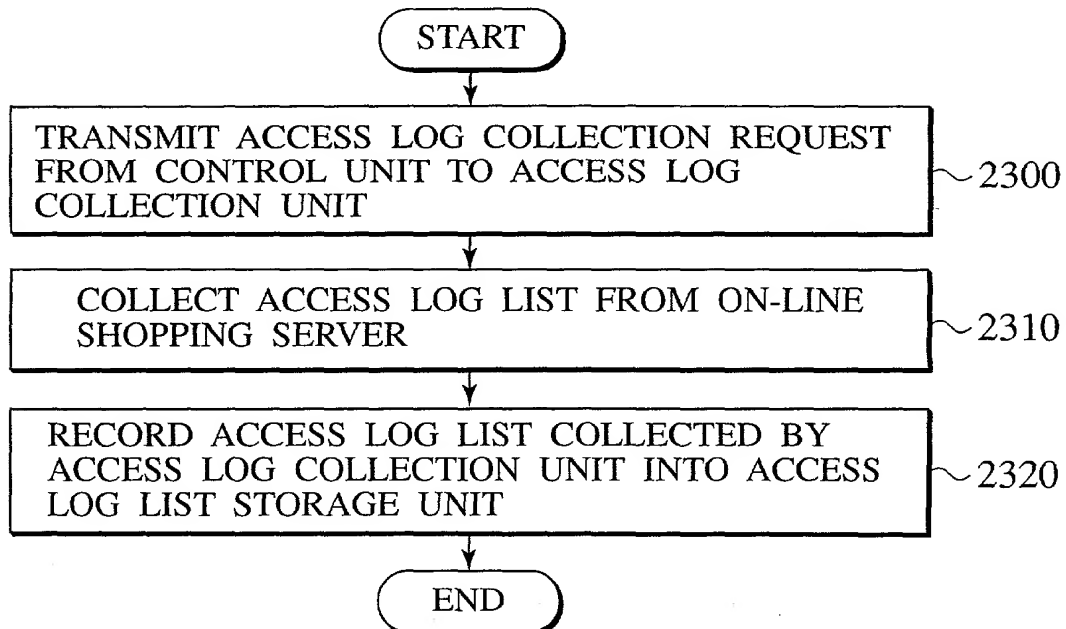


FIG.46

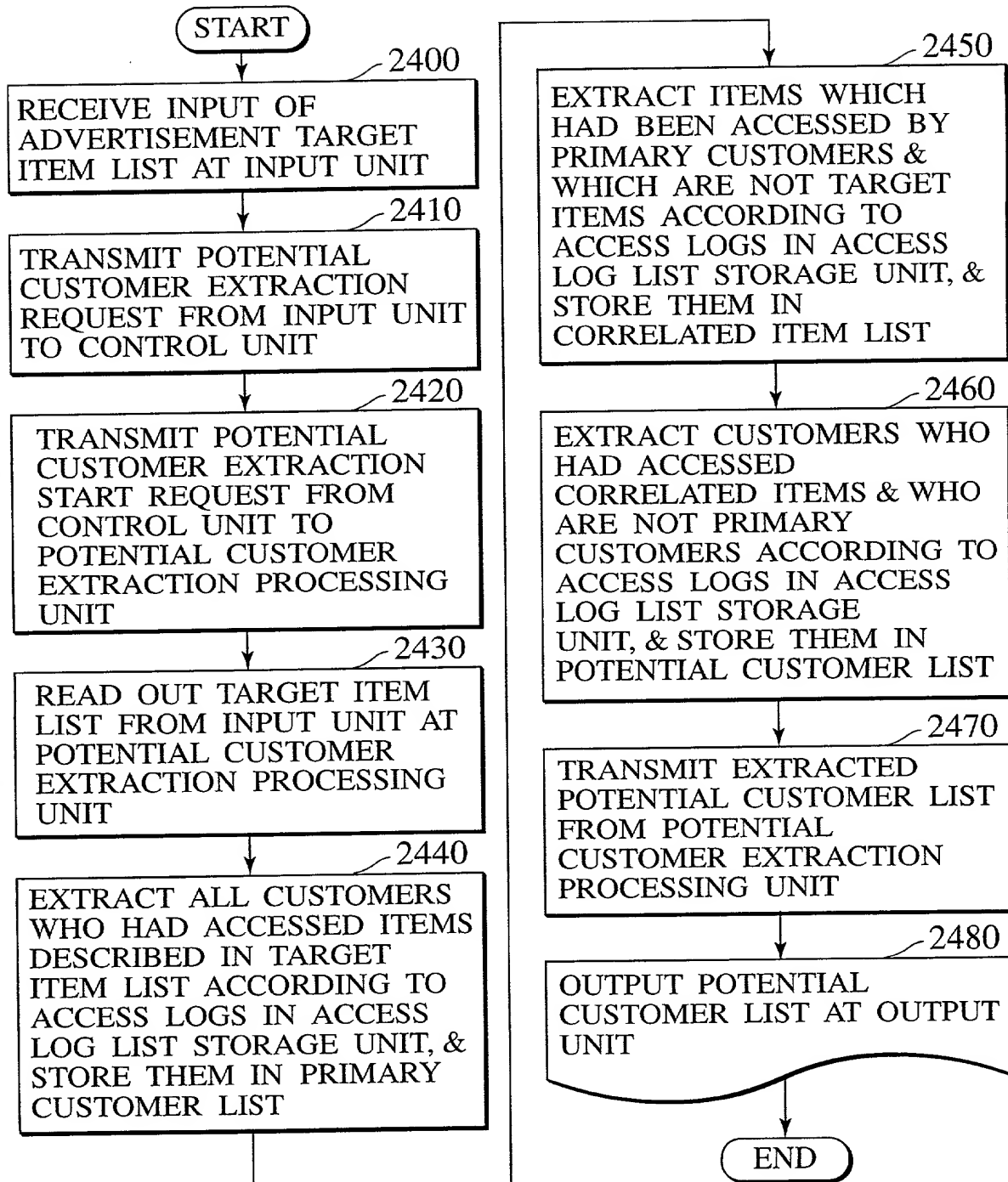


FIG.47

